



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
3050 K St NW
Suite 100
Washington, DC 20007

Contract # 2622955

Schedule Dates 09/13/16-09/18/16
Advertiser Roy Cooper for Governor-D (110331)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand CANDIDATE (321722)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Mike Furman,
Phone/Fax /
CPE 297/317/5340
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments candidate
Separation: 30

Date Entered 09/07/16
Last Modified 09/12/16
Entered By Lisa Carter
CO-OP No
Headline # ECR25280678
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$180.00
Net Total \$1,020.00
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Sep. 2016 14 \$1,200.00
Grand Total: 14 \$1,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	09/13/16-09/16/16	4	:30	6:28A- News-News 14 Carolina on ABC 45 at 630am	2		X	X	X	X			2	\$25.00	\$50.00	Greensboro (WXLV)	News14 ABC45	9/7/16
2.0	Normal Line / SPOT (8)	09/13/16-09/16/16	4	:30	4P- Harry Connick	1		X	X	X	X			1	\$30.00	\$30.00	Greensboro (WXLV)	HARRY	9/7/16
3.0	Normal Line / SPOT (9)	09/13/16-09/16/16	4	:30	5P- Peoples Court	1		X	X	X	X			1	\$30.00	\$30.00	Greensboro (WXLV)	Peoples Court	9/7/16
4.0	Normal Line / SPOT (13)	09/13/16-09/16/16	4	:30	11:35P- ABC-Jimmy Kimmel Live	1		X	X	X	X			1	\$20.00	\$20.00	Greensboro (WXLV)	Jimmy Kimmel Live	9/7/16
5.0	Normal Line / SPOT (2)	09/14/16-09/16/16	3	:30	6:58A- 9A (EST)	1			X	X	X			1	\$60.00	\$60.00	Greensboro (WXLV)	Good Morning America	9/12/16
6.0	Normal Line / SPOT (3)	09/14/16-09/16/16	3	:30	9A- 10A (EST)	1			X	X	X			1	\$40.00	\$40.00	Greensboro (WXLV)	Dr. Phil	9/12/16
7.0	Normal Line / SPOT (5)	09/14/16-09/16/16	3	:30	1P- 2P (EST)	2			X	X	X			2	\$40.00	\$80.00	Greensboro (WXLV)	The Chew	9/12/16
8.0	Normal Line / SPOT (7)	09/14/16-09/16/16	3	:30	3P- 4P (EST)	2			X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	Dr. Phil	9/12/16
9.0	Normal Line / Prime Premium (15)	09/18/16-09/18/16	4	:30	8P- 11P (EST)							1		1	\$650.00	\$650.00	Greensboro (WXLV)	EWING'S	9/12/16
10.0	Normal Line / SPOT (4)	09/14/16-09/16/16	3	:30	10:58A- 12P (EST)	1			X	X	X			1	\$80.00	\$80.00	Greensboro (WXLV)	The View	9/12/16
11.0	Normal Line / SPOT (14)	09/14/16-09/16/16	3	:30	12:35A- 1:05A (EST)	1			X	X	X			1	\$20.00	\$20.00	Greensboro (WXLV)	Nightline	9/12/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		Alison Adair	9.15.16	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Mike Furman - authorized media buyer,
 being/on behalf of: Roy Cooper,
 a legally qualified candidate of the Democratic
 political party for the office of: Governor
 in the General
 election to be held on: November 9, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Coups for North Carolina

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Falmien

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/4/16

Date

[Signature]

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Allison Aldridge

Signature

Allison Aldridge

Printed Name

DR

Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.